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TECHNIQUE OF PUBLISHING CZECHOSLOVAK FACTORY AND VILLAGE NEWSPAPERS

[Comment: This report summarizes Technika zavodnich a vesnickych novin (Technique of Factory and Village Newspapers), a handbook by Ladislav Mareda and Alois Bartos, which was published by the ROH (Revolucni odborove hnuti, Revolutionary Trade Union Movement) in Prague in August 1953.

The handbook is designed to serve as an aid to editors and other journalists connected with factory and village newspapers, and contains chapters on content, planning, preparation, and printing of such newspapers.]

Preface

Factory and village newspapers are the most common types of Czechoslovak publications. There are more than 1,400 factory newspapers and periodicals with a total circulation of over 2 million, and 250 village newspapers with a circulation of 500,000. These publications serve as an important medium of education, information, criticism, and self-criticism, and as organizers of the battle for continued growth of production. The contents of the newspapers must be attractively arranged if they are to appeal to the readers. This is a task of the editor. Czechoslovak journalists are continually learning about organization, correspondent-editor relationships, planning, and newspaper layout from the experiences of the Soviet press. The reasons for the low standards of many factory publications are the weak editorial cadres and the separation of the editor from the factory workers. Village newspapers are often prepared by one individual who has little contact with correspondents, party functionaries, and workers.

Factory and village newspapers should carry brief articles containing news, information, appeals, letters from readers, photographs, caricatures, and graphic headlines.

This handbook is prepared for editors of factory and village newspapers and their fellow-workers, to aid them in eliminating inadequacies which exist in the editing and arrangement of newspapers. In preparing this brochure, the author depended primarily on Soviet materials, particularly Technika uprava novin (Techniques of Newspaper Arrangement) by K. Struganov [Stroganov?].

I. ORGANIZATION AND METHODS OF EDITORIAL WORKEditor and Editorial Council

The editor's work is an important aspect of the building of Communism. The Statutes of the Communist Party emphasize that the party organizations are obligated to control the local press (factory newspapers and wall newspapers). The work of factory or village newspaper editor's and of the editorial council is guided by the suggestions and the directives of party committees, and must present the policies of the party and the government. The entire editorial collective (editor and editorial council) must work cooperatively and share responsibility. Factory and village newspapers prepared by the editor alone cannot fulfill the tasks of the newspaper successfully since they will not be geared to the needs of the workers and farmers. Without an editorial council and correspondents, the editor must be contented with incidental contributions, material from news agencies, and clippings from the daily press.

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The first prerequisite of a good factory newspaper is a properly organized and functioning editorial council, composed of five members selected from among responsible and mature workers and functionaries who are not already overloaded with responsibilities and who are interested in this type of work. They must be capable of fulfilling individual tasks and able to secure material, evaluate articles, and recruit additional fellow-workers. To achieve the best results from the editorial council, the USSR selects its outstanding workers for the task, but frees them from their regular duties while serving on the council. The editor should call at least one meeting prior to the publication of each issue of the newspaper. The council plans the issue and then submits the plan to the party or national committee for approval. The committee may offer suggestions for improvement. Each issue is evaluated in order that errors may not be repeated in future issues. Criticism and self-criticism must be given vent at meetings. Minutes of each meeting must be kept. The editor and the editorial council account quarterly to appropriate party and trade union organizations.

#### Worker and Village Correspondents

Since the primary mission of the newspaper is to influence, inform, and direct workers, it must have close contact with them. This is best ensured by having an extensive force of factory and village correspondents selected on the basis of the type of article to be written. When workers and farmers realize that the newspapers are designed to help them, they will visit the newspaper office to discuss their own problems and to make their contributions to the paper. Correspondents must be told exactly what is needed in the area in which they can make greatest contributions. The party and trade unions can assist in the selection of correspondents. These organizations can also aid by discussing the merits of the newspapers at meetings.

Correspondents must not be elected or appointed, but must be voluntary contributors. Once selected, the correspondents should be free to write, without having to clear their articles with anyone and without outright censorship. The responsibility then rests with the correspondents; therefore, careful selection is all the more important.

Wall newspapers have been neglected in Czechoslovakia, and their use must be expanded. In addition to the service which they render, they offer an excellent training ground for potential newspaper correspondents. Excessive formality and bureaucracy have alienated many correspondents, who resent the fact that their articles are altered to a degree that they cannot recognize them. Aid should be given new correspondents, but this should be reduced with increased proficiency.

#### Individual Work With Writers

The editor must decide the type of article he wants written. If a certain writer is considered to be best qualified to write such an article, the topic is discussed with him, his questions are answered, and suggestions are offered. If the writer submits an undesirable article, he is not immediately criticized. Instead, additional suggestions are given and the writer is permitted to rewrite the article. Any final editorial revisions should always be discussed with the contributor.

#### Work With Critical Material

Particular attention must be devoted to critical contributions. All criticism must be directed at violations of state discipline and at remnants of capitalism. However, all criticism must be just and truthful, and care must be taken that the person submitting the criticism has done so in good faith. The matter must be investigated, as unwarranted criticism will result in the newspaper's loss of reader confidence. Every criticism must be accompanied by

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suggestion for improvement. The newspaper must make certain that the person or group being criticized is aware of the criticism and that improvement is being made. Improvement must be reported to the readers, and failure to improve must be reported to party committees for investigation.

Newspapers must also concern themselves with criticism which is not published; and the person submitting the criticism must be made aware of the disposition of his contribution. Newspaper offices must keep records of all letters received and the action which was taken in regard to them.

#### Editorial Mass Activity

Writers conferences are held regularly in some factory and village newspaper organizations. Work is evaluated and detailed plans are made.

Training of correspondents covers a review of the forms and methods of journalism. It may be carried out in cooperation with party and trade union organizations.

Correspondent inspection brigades have been used to a limited extent. According to this method, the newspaper sends its outstanding correspondents to study the reasons for failures in some enterprise. Upon completion of the study, the brigade meets and discusses its findings, and publishes them with suggestions for improvement.

The following are nine points to which the inspection brigades devote particular attention:

1. Has the division of the enterprise pledged to economize in excess of its plan? Are all workers familiar with the pledge? Is the pledge prominently displayed?
2. How is the division fulfilling its pledge? How much did it conserve today?
3. What were the losses of the division? How much greater would the savings of the division be if its waste, inferior products, and rejects were reduced by one percent?
4. How many times, and when, was the fulfillment of pledges evaluated?
5. How many brigades and workers have pledged to economize, and how many have not made pledges? The names of several workers are to be listed.
6. Which brigades and workers are fulfilling their pledges, and which are not?
7. Is competition being popularized? Do all workers know how much has been saved since the beginning of the year, and are results of the economy program being displayed on a special plaque?
8. What prevents workers from managing their work in the same manner as the most successful brigade in the enterprise?
9. Learn of interesting examples which demonstrate how individuals are striving to raise the productiveness of the enterprise.

Production inspections have the primary purpose of publicizing work experiences and new work methods. These inspections may continue for one or 2 months. Following the inspection, the newspaper publishes the results and publicizes the accomplishments of outstanding workers and groups.

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Questionnaires are used to determine opinions of workers and farmers regarding a specific question. It is impractical for a monthly newspaper to carry on this type of survey, since readers tend to lose contact with an article which is continued over a period of time.

Visits with readers are an important form of mass activity. They should be arranged through the local party organizations.

All forms of mass activity can promote closer contact between the editorial staff and the workers, but the success of all forms depends upon the initiative of the editorial workers.

#### Editorial Planning

Planning must be the basic activity of every editorial staff. The staff prepares two plans. The first, the general plan which covers 2 or 3 months, outlines tasks which are to receive emphasis during the term. It deals with organization, correspondent conferences, visits with readers, and general mass activity. [Handbook gives sample of a general plan developed by the editorial staff of the Kladensky Kovak.]

The general plan forms the base for the second type of plan, the individual issue plan, which is prepared at least two issues in advance. This plan lists subjects to be covered and authors of articles, and sets deadlines.

Editorial records must be maintained on all letters and criticisms received. Minutes of editorial council meetings are also kept. It is suggested that a file of correspondents and their articles be maintained, thereby providing an immediate source of information on each individual's contributions. Files of past issues should be kept, and some editors have found it wise to maintain files of manuscripts as well.

Editorial equipment which each editorial staff needs includes a file of photographs, clippings, and press reviews. A small library, including dictionary, grammar, statistical handbook, and classical works of Marx and Lenin, is also valuable.

## II. PREPARATION OF MATERIAL FOR NEWSPAPERS

### Manuscript Arrangement

A major portion of the editor's work is the arrangement of manuscripts for publication. He ensures that the text is grammatically correct and easy to read. Since he also makes certain that the text is politically and technically correct, he must continually enhance his political, grammatical, and literary knowledge. In correcting the text, he must omit nothing which is essential to the article. An abridged article must retain its logic and its effectiveness. When the entire text must be rearranged, the author's style must be preserved. The text should never be rearranged at the first reading.

The most common shortcoming of authors is overexpansion of the article, or, on the other hand, inadequate coverage. Inconclusive statements and insufficient evidence for statements are other frequent faults. Too often, stereotyped words and phrases impair the effectiveness of articles. Sentences should be concise and clear, though conciseness does not always ensure clarity. Flowery, verbose sentences must be avoided, and paragraphs must be arranged in logical order.

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Preparation of the Manuscript for Publication

Location:  
The preparation of the manuscript for publication must be guided by certain standards. The first requirement is accuracy of the text, language, and political outlook. This is followed by correction of titles and names of public figures, places, and towns, and accuracy of data and quotations. The manuscript must be neatly typewritten. Only in rare cases will handwritten manuscripts be accepted. Any one page may have a maximum of five major corrections. [Handbook points out the number of lines permitted on each page of the manuscript, the number of strokes to each line of type and for indentation of paragraphs, and methods of correcting the manuscript.]

III. GRAPHIC ARRANGEMENT OF NEWSPAPERSPreparation of the Dummy Copy

The external appearance of a newspaper is determined by the type, width and number of columns, and headlines. This is planned by preparing a dummy copy of each page. Varied arrangements of the front page especially are possible. The dummy is divided into columns, but this does not mean that all articles are limited to one-column widths. The preparation of the dummy is guided by the manuscript. For this reason, the manuscript should be retyped with appropriate corrections. In preparing the dummy, the headlines and the spaces between them and the text must not be overlooked. If an article intended for the front page proves to be too lengthy, it must be cut down.

In preparing the dummy copy, the most important and most detailed articles to be published must be drawn in first. In Czechoslovak newspapers, the most important article is always the resolutions of the party and the government. The most impressive spot on the page is the center of the top half. The lead article, which is drawn in first, should be abridged rather than continued on another page if it proves too lengthy for the front page. The entire process of preparing a dummy is usually carried out in the case of the first issue only. After that, old issues can be used as guides for preparing future issues. Some editors prepare their dummy copies by pasting in sections of the proof sheets on the pages of old issues. This method is less desirable because it is impossible to prepare the dummy until the proof sheets have been prepared. Also, alteration in layout is more difficult. [Handbook carries full-page reproductions of a dummy copy, and sample pages from Czechoslovak and Soviet newspapers.]

Emphasizing of Material on the Newspaper Page

The major problem in newspaper layout is the emphasis to be placed on each article on the basis of its political significance. The exactly correct spot must be selected for each article. Location on the page, size of headline, and type used will all determine the prominence of an article. Columns which are repeated in every issue should always occupy the same spot. An article will receive greater emphasis if it is divided to occupy two or three short columns than if it is published in one single full-length column. In all cases the placement of articles on the page must be carefully considered, because poor selection of the location will result in a low-quality newspaper and may cause political misunderstandings.

Arrangement of Material on Identical Subjects

It is frequently necessary to print articles on the same subject. It is desirable to print such articles in the same section of the page, and to use a general headline. It is also desirable to border such groupings clearly. In preparing the dummy copy, such articles may be drawn in as a single article. The grouping must not occupy more columns than the headline covers. The format

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of factories and okres newspapers does not permit more than one such grouping on any page. Distribution of articles within the grouping is important. The lead article in the group must be given a dominant position. All other articles are to be arranged according to importance. Monotonous arrangement must be avoided.

Important articles of widespread interest may be placed in the lower sections of the page in at least three columns of equal length. These columns should be between one third and one fourth the length of full-length columns. If such articles are extremely long, subheads are desirable.

Particular attention is necessary in preparing the center section of the newspaper, where a double sheet is folded to form two opposing pages. These pages must be balanced, following the same format and using the same type. Longer articles should have large headlines with subheads in the text. Continued articles must be appropriately marked to guide the reader. Material is separated by dots, lines, asterisks, or other marks. [Handbook carries a reproduction of a page from a newspaper to demonstrate the proper arrangement of materials on like subjects.]

#### Headlines

Proper headlining of articles is as important as their placement on the page. Since the headline is read first, it must reflect the content of the article and must be correct in all respects. Size and type of the headline is determined by its length and the importance of the article. Headlines are placed in the dummy only after all articles have been placed. When more than one sentence is used in the headline, the basic sentence is always in the largest type. This is not always the first sentence.

The format of the newspaper also determines the size of the headline. Newspapers with a small format use smaller type in headlines than do newspapers with a more extensive format. Too many newspapers use uniform monotonous headlines for all articles. Mixing of large and small type in individual words or sentences of the headline is undesirable. Headlines should be set off by adequate margins. If several lines are occupied by the headline, the pyramid or inverted pyramid arrangement may be used. Bordering headlines must not appear to merge. Slogans should be placed across the top of the page.

#### Principles of Layout

The chief task of okres newspapers is the political education of workers on the basis of propaganda evolved from daily political developments, the provisions of the party and the government, and the relation of these provisions to local life. The arrangement and distribution of articles in the newspaper must be made with this task in mind. The basic requirements of the technical arrangement of the newspaper are accuracy and effectiveness, emphasis on important materials, and reader appeal. The placement of articles depends primarily on the number of columns on the page. A maximum of four or five columns is desirable. A four-column layout is easier to prepare, but permits very little alteration of pattern. A five-column layout is more convenient and permits greater variety.

The text must never occupy more columns than its headline, except in cases where an article is published in several columns at the lower end of the page. Placement of material on the front page is also determined by the size and location of the name of the newspaper.

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Illustrations

Photographs, drawings, caricatures, and diagrams are just as important to the newspaper as the articles. They help explain problems and promote organizational activity and mobilization of workers. Particular attention must be devoted to the reproduction of these items, since their quality and effectiveness may be impaired by poor reproduction. A file of such materials must be maintained, with each entry being properly labeled as to subject, source, and originator. Photographs of party and government officials, state prize-winners, and outstanding workers are most frequently used, but photographs of workshops and people at work are also necessary. Selected photographs must be suited to the text or the information given. Clear black-and-white photographs with proper shading and contrast should be selected for reproduction.

To reproduce a photograph or drawing, a stereotyped block must first be prepared. This is accomplished by the use of the autotype or the pen-and-ink drawing. [The reproduction of photographs by autotype and pen-and-ink methods is described, and examples showing the differences are given. Operation of the American retoucher (Americka retuse) is very briefly discussed and a photograph of the retoucher is shown.] All photographs must be reproduced in the proper width as dictated by the width of the column.

Placement of Photographs

Photographs must be located as carefully as articles. There are various ways of determining the proper location. Generally a photograph will be related to some article in the issue. In such cases, the photograph will be included as part of the text. If a photograph has no relation to any article, it is located independently. There are certain rules which must be kept in mind in dealing with such photographs:

1. Photographs with two different subjects should not be placed in adjoining columns.
2. Photographs should not be concentrated in one section of a page.
3. Photographs should not be placed directly opposite each other on both sides of a page.
4. Each photograph must have a caption which is printed in smaller type than the remainder of the print.

IV. PROOFREADINGProofreading of Newspapers

One of the most important jobs in the preparation of the newspaper is the proofreading. The proofreader must be politically educated and must know the language, techniques of composition, and the general technique of newspaper production. There are two types of proofreading: the editorial and the print shop. Every newspaper employee must be able to proofread, for even when editorial proofreading has been completed, some errors will be discovered at the time of printing. Proofreaders must know what kind of typesetting machine will be used. In using a Linotype or Intertype, which sets an entire line at a time, a small correction will require the resetting of the entire line, and an addition or deletion of one word may require resetting of an entire paragraph.

The proofreading process includes the following stages: Proofreading (korektura), the marking of errors, inaccuracies, and deviations from the manuscripts; recheck (pahled), the review of the corrected text; and final revision (revise), the final check of errors after editorial and printing shop proofreading.



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Proofreaders' marks are used to indicate errors, inaccuracies, incompatibility with the manuscript, typesetting imperfections, and changes to be made in type. There are two types of proofreader's marks. The first type requires that explanatory notations be made in addition to the mark. The second type requires no explanation.

Each error must be indicated twice; once within the text at the point where it occurred, and again in the margin accompanied by the appropriate correction. Since more than one error may occur in one line, various marks are used to prevent confusion.

Proofreaders' marks are usually classed as follows:

1. Those which indicate alterations, elimination, insertion, or deletion.
2. Those indicating various changes in typesetting.
3. Those indicating changes in spacing.
4. Those indicating such items as changes in column structure and new lines.

[Text describes uses of the various proofreaders' marks and gives two pages of specific examples.]

When the first proofreading is completed, the proof sheets are returned to the printing shop where the errors are corrected and a second proof is prepared for a second proofreading. At the second proofreading, all errors which were not corrected in the first reading are corrected, and corrections made at the first reading are evaluated. Additions and deletions are avoided when possible, to avoid resetting of the entire text.

Page proofs of the newspaper are best read as follows: The name of the newspaper, date of issue, number of the issue, and the place of publication are reviewed first. Next, slogans, page numbers, and the masthead [which appears at the bottom of the last page] are checked. Headlines are then checked to see that they are suited to the texts, and photographs and drawings are checked for captions and position.

Only when all the above checks have been completed can the entire text be read. At this reading, the logic of articles, technical correctness, and general layout are checked.

Finally, the entire text must have the stamp of approval of the editor in chief, or the "Imprimatur" stamp, to show that the newspaper is ready for mass publication.

#### V. THE PRINTING TECHNIQUE

Every editor realizes that the printing shop determines the final appearance of the newspaper. The manuscript goes through the following process in the printing shop: The compositor receives the manuscript, examines it, numbers it, checks headlines, and passes it on to the mechanical typesetting room. Even though virtually all typesetting is now done mechanically, a discussion of manual typesetting may be helpful since the same basic principles apply in both cases. The basic element of typesetting is the type and the other printing materials such as stereotype blocks and others. Typesetting also involves other material which is not printed, such as inserts and quadrats. Quadrats are used between words and in spaces at ends of paragraphs. These slugs do not become inked and therefore do not leave an impression.

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All printing materials are made of alloys of lead, tin, or antimony. These are known as typematerials. Since each of the metals has a different composition and degree of hardness, they cannot be used interchangeably. Selection of a particular metal is determined by the use for which it is intended.

#### Type

[Text contains technological discussion of type, including nomenclature, class, and examples of type. Various types are suggested for specific printing jobs, such as newspapers, books, and periodicals.]

#### Equipment For Typesetting Rooms

The type and slugs are stored in cabinet drawers, each with approximately 130 compartments of varying sizes. The larger compartments store type which is most commonly used; the smaller, for type less frequently used. The top of the cabinet is suitable for use as a work table. [Text describes various designs of type cabinets, proper storage of type and type materials, design and purpose of galleys, awls, brush, ink roller, plane, and other common typesetting aids.]

#### Typesetting

Manual typesetting is the basis of all printing technique. The typesetting is always guided by the manuscript. The typesetter first arranges the drawers of type specified for the job. [Text describes the process by which manual typesetting is performed.] Galley proofs of ten-line slugs are made as soon as the setting is completed and are sent to the proofreader. The typesetter then makes the necessary corrections and produces another galley proof which is sent to the editorial room. Since manual typesetting is slow, most present-day typesetting is done mechanically.

Typesetting for newspapers is best done by setting an entire line at once because composition then becomes easier. A disadvantage of this method is that even a minor error may require the recasting of the entire line. The Linotype is the most common of the line-casting machines. [Text briefly describes the operation of the Linotype.]

The Monotype mechanically casts each letter separately. The typesetting and casting portions of the Monotype operate as independent units. [Text briefly discusses the advantages and operation of the Monotype.] Mechanical typesetting permits easier composition and neater appearance of publications. Until recently, Czechoslovakia depended on foreign import of mechanical typesetters, but now Czechoslovakia produces machines which have proved themselves at home and abroad.

#### Composing the Issue

The editorial staff customarily sends the dummy copy to the composing room where the composition of each page is carried out. The compositor arranges his type and materials in the order in which he will use them. The columns are rechecked, and the name of the newspaper, issue date and number, and masthead are set up. The headlines are set up manually or are cast mechanically. The editorial staff should prepare a list of headlines required for a particular issue as a guide for the typesetter. When all materials are arranged in order, the composition begins. Headlines and inserts between headline and text are set up first. Columns are so set up as to be of equal length. The composition continues until the entire galley is set up. The layout editor must be consulted on any important changes, such as shortening of a headline. When the galley for one page is completed, a galley proof is made of the entire page so that the proofreader and editor may ascertain that all errors have been corrected.

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This is the final revision, requiring a check and recheck not only of the text, but also of the name of the newspaper and masthead, date, issue number, and numbers page. The headlines are rechecked. Only after all this has been accomplished can the editor permit publication to begin. The first copies of the entire issue are sent to the editorial staff to be read throughout. If the entire issue is satisfactory, mass publication is authorized.

## VI. PRINTING THE NEWSPAPER

### Principles of Printing

Newspapers and periodicals are printed on presses of various types, depending upon the size of the newspaper and the number of issues to be printed. Most enterprise newspapers are printed on mechanical presses. While much of the newspaper's appearance is determined by the quality and shade of paper used, the printer's operation of the press is a most important factor. [Text discusses types of printing presses, describes the operation of each, and reviews the work necessary to prepare the press for operation. Among presses discussed are the rotary press, the lithograph press, and the letter press.]

### Rotaprint

The Rotaprint has proved to be the most suitable press for small-scale printing. It is a one-color offset press capable of reproducing 1,000-6,000 copies per hour. To print a neat publication, the same preparation of a dummy copy and careful composition is essential in using the Rotaprint as in using other printing presses. [Text describes functioning of the Rotaprint and preparation of stencils, and reviews the proper operating procedure and care of the Rotaprint.]

### Distribution

After being printed, the newspapers are folded, if necessary, and proper pages are inserted. Distribution of enterprise newspapers and village newspapers differs from that of dailies and other publications. Most of the issues are sent at once to the enterprise plants or to National Committees. At times, the printing shop will dispatch newspapers directly to various branches of the enterprise so that readers can receive the issue as promptly as possible. Free copies, subscribers' copies, exchange copies, and others are also distributed. Distribution is the final step in the technical preparation of the newspaper.

### Conclusion

This handbook has shown that enterprise and village newspapers are a product of the cooperative work of a large collective. The correspondents, the editor, and the editorial council determine the content. The editor and the printing collective attend to the technical preparation. Nevertheless, the technical preparation must be as ideologically accurate as the preparation of the text. All editorial and printing shop workers must continually strive to ensure that the newspapers are fulfilling their purpose, that they are politically accurate and technically correct.

Soviet sources and the experiences of Soviet editors publishing newspapers of this type were frequently referred to in the preparation of this handbook.

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